

*Legal*

MAY, 1957

22 MAY 1957

# Shoptalker

THE MAGAZINE OF PARKER PEN EMPLOYEES



SPECIAL REPORT:

**Let's Look at  
Competition!**

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**This is a story about fun. The kind of fun Kenneth Parker once said the writing equipment industry has more of per square inch than any other. It is a story about competition -- ours.**

There is an estimated \$400,000,000 spent annually in this world for writing tools. In the U. S., alone, more than 200 companies compete for a share of this market and their production represents 75 per cent of the world's output.

This makes the competition zesty. Examples: W. A. Sheaffer Pen Company spent a bit over \$3,000,000 to advertise its products in 1956. In just eight weeks, Paper-Mate, backed by the powerful Gillette Co., spent \$1 million on the Piggy-Back pen. Esterbrook's 1957 ad budget is reported at well over \$1 million and Waterman plans a 50 per cent increase over its 1956 advertising appropriation. Scripto's ad allotment for 1957 is still unreported, but it will no doubt be big to satisfy its 200,000 retail outlets.

There's hot competition, too, in product pricing. It is the dream of every pen maker to place a good pen in a price range where it will be desirable to the consumer and where no other manufacturer has a pen of equal quality. This is a tough assignment.

Sheaffer writing instruments start at \$1.95 and go up to a \$1,500 Trophy desk set. Scripto sells at

from 15 cents to \$1.95. Esterbrook has a great variety and sells products from \$1.90 for a purse pen to \$25 for an executive-type desk set. Waterman offers a 98-cent ball point and an \$80 desk set as its lowest and highest priced items. Paper-Mate starts at \$1.69 and goes up to \$14.95 for a desk set. And this price picture is ever changing as each manufacturer tries to get the edge on another.

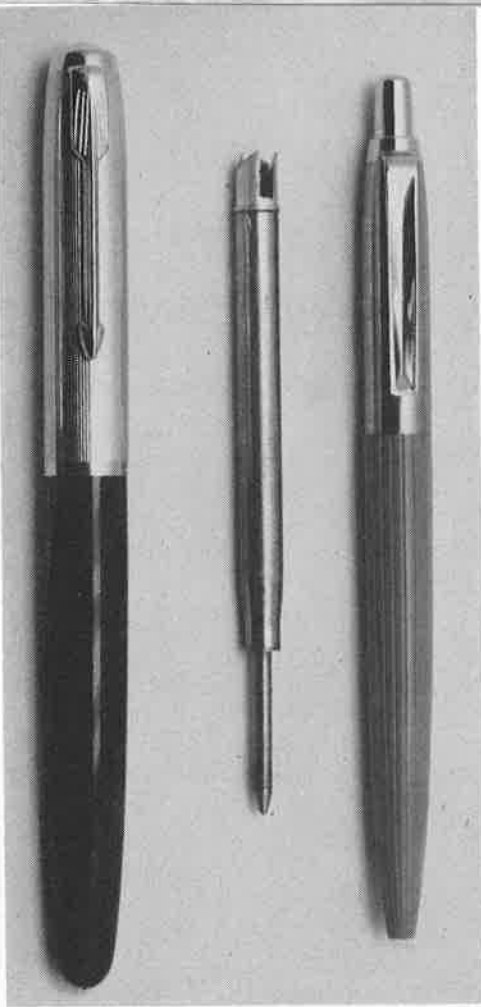
Probably the most unique competition of all for Parker Pen is the imitation "Parker". Untold copies of the Parker "51" and other Parker models have been manufactured by companies in the Far East and Europe. And thousands of American tourists have been duped by street vendors who offered "Parker 51s" at surprisingly low prices.

Samples of the work of these manufacturers pop up regularly and Parker's legal arms are constantly at work at stamping out these invasions of patent and trademark rights. Latest Parker product to be copied is the Jotter ball point. Executed by a Japanese firm, the imitation even imitates Parker's exclusive rotating cartridge.

But of all of Parker's imitators,  
**(Continued on next page)**







Competition by imitation is a problem we face. Here is a fake "51" pen and a recent Japanese-made copy of the Jotter, refill and all.

"This is a Parker "51"—one of the best pens you make in America; now see this one." He produced another pen, identical in its streamlined appearance but colored gray. "This is an imitation Parker we are manufacturing now in China; we've given it the brand name Yin-Huan. Why should we buy any fountain pens? We can supply all we need ourselves and already we are getting a big foreign market, especially in Russia. You can buy one in Hong Kong for \$1.30 retail."

Legitimate competition in the foreign market places is represented by such names as Sailor and Pilot (Japan), Mont Blanc and Pelikan (Germany), Swan and Platignum (England), and Vis (Italy). And while this local merchandising is something to contend with, Parker also faces competitors from its home shores—other exported U. S. writing equipment.

Since the U. S. supplies 75 per cent of the world's writing equipment needs, the foreign market is important and profitable for leaders in the industry. And since the days of founder George S. Parker, Parker Pen has been a leader.

But it is not without competition and that competition is not standing still. Just recently Craig R. Sheaffer chairman of the board of Sheaffer Pen, was quoted as saying: "Even if current exchange restrictions continue our sales abroad should increase from the current \$4 million to \$8 million by 1961 . . . Application abroad of the merchandising techniques which have moved Sheaffer to sales leadership in the domestic mar-

ket should enable us to gain a much greater share of the foreign markets."

To counter competition, Parker's Foreign Sales Division's 1957 advertising program calls for sales messages in more than 1,700 newspapers in 109 countries and in better than 40 different languages.

But it's in product and product features that survival and success in the writing equipment business lie. And every company in the business works hard at developing a feature that is new, different and one that will capture the imagination of the consumer.

In 1954, Sheaffer Pen introduced a pen under the trademark "Snorkel", which got its name from the German breathing device for submarines. While the German snorkel tube took in air, Sheaffer's "Snorkel" tube, which projects downward from under the point by a turning of the filling mechanism, takes in ink. The object, of course, is clean filling.

The Waterman Pen Company was first on the market with a pen that fills with a cartridge. The "C/F", as it is trademarked, is a \$5.95 and up pen and another answer in the trend toward clean filling fountain pens. Cartridges of ink are sold eight in a box for 50 cents.

Soon after Waterman's introduction of the "C/F", Sheaffer put on the market its own cartridge fountain pen which sells for \$2.95. Cartridges for this sell five in a box for 50 cents.

One of the newest ball pen features among Parker's competitors is the "Piggy-Back" pen produced by

Paper-Mate. Instead of one refill, this pen has two, joined end to end. When one refill runs dry, the two are simply reversed and the owner goes on writing.

Scripto has recently offered a newly styled pen which has a large capacity refill with a color indicator. This pen sells for \$1.95 and is called by the timely name "The Satellite."

Esterbrook continues to offer a wide variety of pen point styles which the pen owner, himself, may install at his discretion. They screw into the end of the pen.

To the scientists in Parker's Product Planning Division, the work of competition is a constant reminder that the company is not alone in this business. And reacting to these stimuli and their own creative motiva-

(Continued on next page)

Parker sells 30 per cent more products in the foreign market than all other competitors combined. Surrounding Foreign Advertising Manager Joe Biety are some of the promotion materials currently helping to create those sales.



(Continued from page 3)

none are so blatant as the Communist Chinese. S. J. Chen, head man in the Red-ruled Bank of China, in an interview with Wall Street Journal reporter Henry Gemmill, brushed aside the idea of China as a big market for imported consumer goods.

"Look," said Mr. Chen, pulling a red fountain pen from his pocket.



(Continued from page 5)

tions, they have turned over to Manufacturing in the past 18 months alone, no less than 73 new products or significant modifications or improvements on existing products. Most important among these is the revolutionary new Parker 61—a pen fills itself, by itself, cleanly.

There are now 170,000,000 souls in the United States with an aggregate income of \$342.4 billion annually. Each individual pen feature and what is said about it in advertising has its affect, in one way or another upon these 170,000,000 and directs their buying.

Well aware of this, Parker Pen has packed its advertising guns with well over \$3 million to be spent in promoting Parker products in the U. S., alone, in 1957. Twenty-seven ads in

a dozen top national magazines, spot television in 78 of the nation's best pen markets, and the first eight-page writing instrument advertisement in the history of the industry are only starters for the year, merely the Spring campaign.

Past experience proves the value of advertising. The Parker Duofold tallied \$101,000,000 in retail sales. The Parker "51", most heavily advertised pen in history, has sold \$450,000,000 worth at retail and is still going.

The merchandising know-how which developed these two great eras in company history is now turning toward the Parker 61 and preparing for the ascent toward an unknown but astronomical ceiling.

In an industry which has more fun per square inch than any other, Parker Pen is having the best time.

The men of the Domestic Sales Division meet regularly in strategy planning conferences. It's their creative sales know-how, transformed into action, which keeps Parker Pen a leader in the writing equipment industry.



# Shoptalker

VOL. XIII NO. 4

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The Parker Pen Company  
Janesville, Wisconsin  
Printed in U.S.A.



Member of the International Council of  
Industrial Editors and the Wisconsin  
Industrial Editors Association.

## IN THIS ISSUE

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## Ten Years Ago ...

Kenneth Parker wrote a thorough, revealing essay on wages and profits at Parker Pen which appeared in *Shoptalker*. The views expressed in that article have not aged in the interim. They are still as fresh and vital as they were then, and remain a part of the company philosophy. We thought you might like a refresher course.

"This management does not believe in the phoney idea that cheap labor can turn out a precision product.

"When we cease making a quality product we shall cease to get a high price for the product.

"When we start failing to get a high price we can no longer use high priced labor. High wages and steady employment obviously depend directly upon the quality of the output of every single one of us. It's quite simple—but not always realized and practiced. Anybody in this plant turning out slipshod work rates a No. 12 size scowl from you; he's hurting you and all of us."

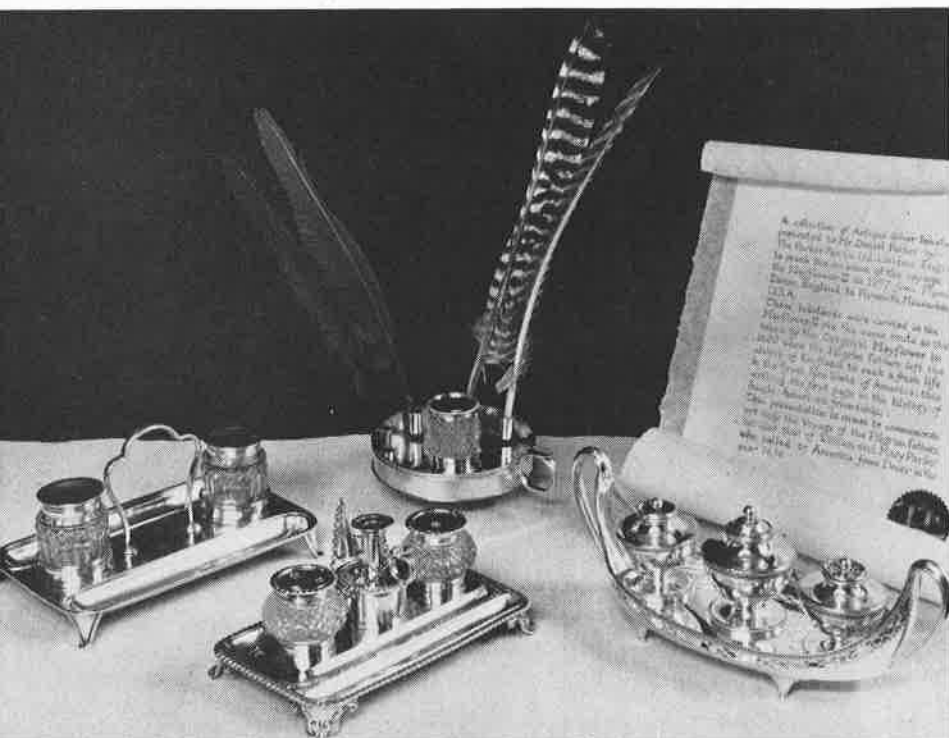
## And 10 years ago . . .

A letter found its way to Janesville from the Gaspé Peninsula of Canada with only this address: The Parker Pen Co., Made in U.S.A.

## And 10 years ago . . .

Parker Pen's election of officers was reported in the Janesville Gazette and this was the list: Kenneth Parker, president; Bruce M. Jeffris, vice president and treasurer; Norman Byford, vice president; James N. Black, vice president; Willis Rabbe, vice president; Frederick Nymeyer, secretary; Helen A. Morrissey, assistant secretary.





This collection of antique sterling silver pen and ink stands is on board the Mayflower II, bound for America and the hands of Daniel Parker. It is a gift from the English company.

knife of 1600. Ink used aboard the small ship was mixed in the company's Dover plant from the exact formula used in the time of the Pilgrims.

In addition, officials of the English company presented the ship's captain, Commander Alan Villiers, his officers, crew and passengers, with Parker "51" pens and a selection of pens from the company's Duofold line. The pens were specially engraved with an effigy of the Mayflower, together with the dates 1620 and 1957.

For exhibition, the company provided an oaken museum case containing replicas of writing equipment used in the 17th century. The case will become a permanent feature of the ship when it reaches the U.S.

On board the Mayflower II is still another chest, this one bound for Janesville. It is the gift to Daniel Parker from the English company. It contains four antique silver ink stands, together with a commemorative scroll.

So, this venture of the little wooden sailing ship is more than just a fine goodwill gesture between Britain and the United States. It is also an exciting reminder of the close link between Parker and Parker, on both sides of the Atlantic. For in 1636, 16 years after the sailing of the original Mayflower, William and Mary Parker, ancestors of the present-day officials of the Parker Pen Company, left Dover, England for America.

Time has come full circle.

## Parker Pen Contributes to Mayflower II

**T**HE Mayflower II set its sails before the wind and headed out onto the Atlantic on April 20, three centuries after the original Mayflower undertook to sail to America. Mayflower II duplicates that venture in every detail.

Parker Pen of England saw to the fashioning of goose quill pens, cut to correct shape with a reproduction pen-



A permanent feature of the Mayflower II is this oaken case containing replicas of writing tools in use in the 1600's.



## So Long, Charlie

Tool Room men said "so long" to Charlie Tyler at 2 p.m., April 24. And they did it with a flair for good humored sentiment that has come to mark such occasions at Parker. First there was a purse (for "basement tools") presented by Norm Bohlman in behalf of fellow workers. Then Vice President Phil Hull reminisced informally, reminding of the old days when Tyler and he first met. Said Hull: "Twenty-

four years ago I came to Parker and Charlie handed me a broom with very special instructions for use. I didn't get rid of it for four months." Then he gave Tyler a rubber hammer which light-heartedly symbolized Tyler's meticulous care of tools and equipment. So ended, after 47 years and one week, a career that was notable for craftsmanship and solid dedication to duty.

Tyler and Friends



## P. S. on Safety

The idea to have a series of graduated "small bumps" on roadways near stop signs to induce motorists to make a complete stop has sparked one **Shop-talker** reader to come up with an alternate.

The new suggestion: Why not make them holes, instead of bumps? (Easier on the snow cleaning crews.)

A latticework of holes would set up a considerable clatter of noise which no driver could ignore as the stop sign looms. And the oscillation would be a forceful reminder that stop, as in stop

If you've noticed recent references to the "Foreign Sales Division" rather than Export Department, it's for good reason. The official name of that body has changed as of March 1. The term "export", it was explained, was more descriptive of what is done by the people, rather than what they represent. The substitution of foreign for export also applies to titles.

New man in Purchasing is Orein G. De Lap, former purchasing agent for another Janesville manufacturer. De Lap is a native of Crookstone, Minn., and is a graduate of the University of North Dakota. He joined the company March 1 as a buyer.

## Canadian Kickoff

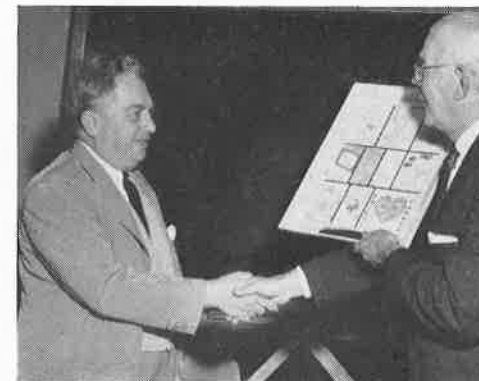
The new Parker 61 pen was officially launched in Canada on May 1. And far from being a mere repetition of the U. S. introduction, officials of the Canadian company planned a complete line of display materials and their own introductory advertising.

About the only thing which was not original to the Canadian promotion plan was a press information kit designed by the U. S. company for its September introduction of the 61. The kit was, however, "Canadianized" before it was sent out.

May 1 kicked off an extensive newspaper advertising campaign on the new pen and this will be followed by ads in such national magazines as *Maclean's*, *Le Samedi* and *Reader's Digest*. Plans also called for a test of spot television in one of the provinces.

## Mr. Sales

His fellows in Parker Pen's Domestic Sales division warmly cornered Western Region Manager Carl Priest to make a presentation. In all of his adult life, Priest has never worked for another company and this was his 35th anniversary with Parker. David Gullett, his counterpart in the East, made a presentation of a plaque which in humorous fashion depicted the notable periods in Priest's career (see cut).



## Holiday Bound



The little *Mayflower II* and the big *S.S. United States* passed each other in early May—the *Mayflower* bearing gifts for Janesville and the *S.S. United States* bearing four Janesville gals to England and points east.

Joan Conway, Personnel; Marion Hill, Manufacturing; and Betty and Jean Rabe, Foreign Sales left May 1 for a six-week holiday in Europe. They were accompanied by two friends from Milwaukee.

During the visit they are scheduled to see Holland, Germany, Switzerland, Italy, Spain and France.





## Educational Bus Trip

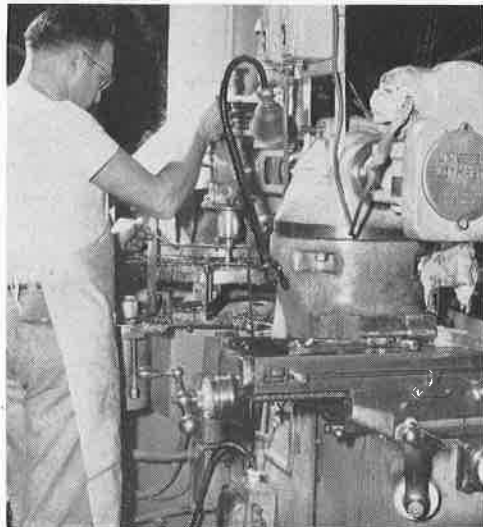
Thirty-two Parker men bused to Madison and the campus of the University of Wisconsin in late April for a Saturday conference on human relations conducted by the Industrial Management Institute.

One of IMI's brochures made available to the several hundred men and women in attendance quoted Philip Hull, v. p. in charge of Parker manufacturing, on the value of the IMI conferences. It read: "We depend on the IMI to augment our own executive and supervisory training efforts. Perhaps the greatest benefit derived is the opportunity afforded Parker personnel to meet with their counterparts from other organizations in the discussion room environment. Such association fosters realization that problems with which they contend are not peculiar to our business. Being away from their routine assignments affords the opportunity for free discussion of such problems and usually results in

free and objective thinking which keeps men's minds flexible."

One of the highlights of the program was the awarding of a new Parker 61 set to a tall member of the Green Giant company delegation. He came closest to guessing the total number of companies participating in the conferences—well over 1,000.

On the bus were John Wemstrom, John Francis, Harvey Blake, John Cooper, Stanley Millard, Albert Mueller, Elmer Glynn, Charles Norris, August Weber, Carl Larson, John Curtis, Phelps Walker, Edward Grumich, L. Jack Bennett, Arthur Glynn, Donald Miller, Bob Broady, Bill Huber, Orein De Lap, Lawrence Peck, John Leaman, August Coutre, Joseph Wemstrom, Kenneth Roach, Charles Heise, George Heise, Richard McCarten, Victor Wiskochil, Donovan Clementson, Robert Burmeister, Joe Van Camp and Bill Beyer.



## The Simple Way

It was a case of the mountain not coming to Mahomet. A dial polishing machine in the Automatics department at Arrow Park recently required some repair. The big machine was far too large and heavy to be moved to the Tool Room where the work would be done. So instead, it stood still and Foreman August Weber had machinery from the Tool Room moved to the "mountain". The machine in the foreground (see cut), no small unit in itself, played Mahomet in this industrial drama. Norm Bohlman is the operator.

## Push Button Attraction

The sign said "Push a button and see a striking Parker Spring ad"—and thousands pushed. The occasion was Janesville's annual Industrial and Hobby show at the YMCA with Parker represented by a 25-foot black, gold and gray display. Visitors pushed plastic buttons designating 11 national magazines, plus tv, and a light flashed over the ad slated to appear in that medium during May and June.

An extra attraction was the offer of free birthday gifts to persons celebrating a 21st, 41st, 51st or 61st birthday on the day they visited the show. The gifts corresponded to Parker pens of the same numerical designation. Twenty birthday celebrants stepped up to claim a pen. In fact, at last report, word about these prized presents had reached Tucson, Ariz., where a misinformed former Janesvillian claimed he was due a pen even though he couldn't attend the show.

## Better Bonds

A great investment is made even better by a recent legislative action in Washington, according to Office Manager John Wemstrom.

Series E and H savings bonds now earn three and a quarter per cent interest, up one quarter.

Another change in the regulations permits both series of bonds to be inscribed in the names of guardians, conservators or similar representatives of the estates of minors or incompetents.

Many on the payroll savings plan will be saddened to learn that under the new rules they can buy only \$10,000 worth of bonds per year, instead of \$20,000—that's at maturity value, of course.

## Alas, Spring!

Eighteen teams in Parker's Men's Golf League were loosed on Janesville's municipal course the last Monday of April and whether the fairways and the players will ever be the same is a point for discussion. The 16 weeks of league play will culminate in an annual tournament on Sept. 7. And teams like the Bogeymen, Club Benders, Slicers and Sod Busters are hopeful of seeing it through to the better end.



Up the hill with Bogeymen Kelly and Johnson and Duffers Huber and Sonntag.



## The Party Line

### Photo Quiz

**Question:** What happened to our vacation picture contest? There are several new cameras here at Arrow Park. So this may be a good time for another vacation picture contest.

**W. Salzman**

**Answer:** The vacation picture contest was discontinued for two reasons. Its original purpose (i.e. to provide an interesting feature in *Shoptalker* by reproducing the winning photos) was difficult to reach because of the ever increasing number of color entries over black and white. Secondly, there were not enough entries to really make it a contest in the strict sense of the word.

This, however, does not rule out the possibility that we may reinstitute the contest at some future date.

### Publicity

**Question:** Why don't you do a story on Parker's two investment clubs?

**Answer:** We'll look into it. Thanks for the tip.

### On Penettes

**Comment:** I suggest they teach the girls that take visitors thru, something about what we actually do.

**Reply:** In order to appreciate the job being done by the members of the Penette group in conducting tours of Arrow Park, it is necessary to understand and appreciate their situations and the problems involved.

Penettes, generally, average only a few months of company service. Their very first contact with the mechanics of any pen

comes when they attend their first training session and in the beginning, this is a bewildering jumble of technical terms. By the time they begin to really understand a good percentage of the work and machinery at Arrow Park, their year of service comes to an end and it's Penette election time again.

It is important to bear in mind that Penettes are not college-trained engineers, but non-technical high school graduates. They cannot be expected to be able to absorb readily a multitude of technical terms and to understand a host of technical procedures such as are part and parcel to Arrow Park's advanced technology.

This is also true of the average visitor to our plant. The homemaker, the grade school child, the high school junior or the family on vacation, cannot be expected to understand these things—nor do they want to. They're going along to be entertained and we hope to influence them into making Parker their next pen purchase.

Consequently, the training program for Penettes is kept to the simplest terms and touches only the highlights of pen manufacture. Further, the tour is timed to take no more than an hour, when possible. This is judged to be the maximum period of time that an average visitor's interest can be held.

As insurance against disappointing the rare visitor whose background is such that he does have an interest in the technical aspects of the business, we encourage touring guests to ask the operators of machinery what is being done, if the guide is not immediately available or is not sufficiently acquainted with it herself.

### Premium Point

**Copied from American Business:** "S. C. Johnson & Sons, Inc., offered safety belts for \$3.50 as a sales premium to motorists. The belts were sold to employees at the same bargain price . . ."

**Question:** Why don't we have anything like this?

**Reply:** Parker Pen does not offer pre-

## Over the Shoulder



miums to consumers as do some firms for one important reason. The use of a premium would detract from, rather than add to, the quality and prestige value of Parker products. Secondly, to authorize our dealers to give a premium with sales of Parker products would be the same as authorizing a discount on our products. This the company cannot do under its dealer franchise program. (The company's latest merchandising gimmick, a free booklet by Amy Vanderbilt, was sent to all employees with the April issue of *Shoptalker*.—Editor)

### More Questions?

The Party Line is your place to find out for certain. Just drop a question in the Party Line box at your bulletin board and the answer will appear in this column.

For the fiscal year ending February 1957, the world sales of the Parker Pen Company were an estimated \$35,500,000 using converted U. S. dollar rates. Aggregate world income, again topping the industry, were approximately \$2,500,000 (using current exchange rates).





# SHADOWED!



Daylight saving time came into being in Wisconsin on the last Sunday in April and it was, as anticipated, a boon to outdoor activities of all kinds.

Golfing enthusiast Howard Robinson, giving his complete cooperation, displays both his 1956 non-daylight saving time shadow alongside the one he casts in the early minutes of play this year.

*From the library of the  
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